Moraff's Yarns and Crafts

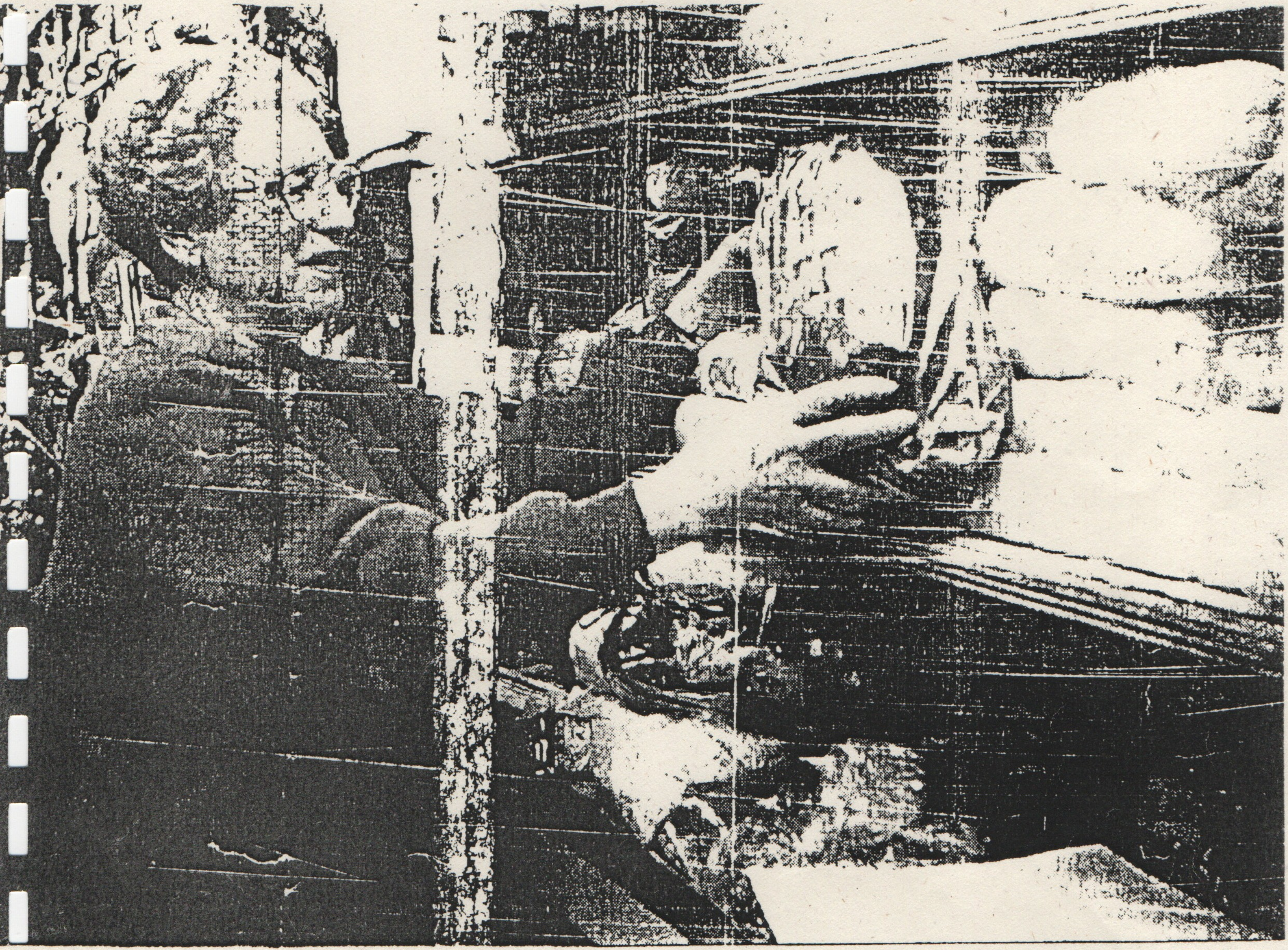
Compiled by Evelyn Davis

Moraff's
and YARNS CRAFTS
OPEN

Album 4

MORAFF'S YARNS AND CRAFTS

BY: EVELYN DAVIS



RAY FAHEY CAPE BRETON POST

velyn Davis, operator of Moraff's Yarns and Crafts, stocks the h ves for the upcoming fall winter season while recalling the good old days. Davis has worked in the store for 62 years and has seen a lot businesses come and go over those years on Victoria Road.

MORRAFF'S STORE

HYMIE MORAff, our father, came to Sydney in 1910. He was just 16 years old and accompanied by his aunt Riva from Beloruse who was 22 years old, unmarried, and her cousin **PEARL GAUM**, who wrote the family saying "There were many bachelors looking for wives". Her Brother, my grandfather, sent my father with her because woman could not travel alone.

Once in Sydney, dad worked for **LOUIS GAUM**, and learned tailoring. He did have a ticket to return home, but the family here persuaded him to stay. He, went to Halifax for awhile, but returned to Whitney Pier and opened his own store. He also went to night school to learn English.

Our mother, **IDA FEDER,** came to Sydney when she was only 10 years old. She attended Eastmount School and continued with her education studies for many years.

In 1926 my parents were married, and at the time dad had 2 stores, the one next to 'Manson's Drug Store on Victoria Road, and another at the bottom of Dominion Street near the steel plant gate. He sold books, magazines, smoking supplies and confectionary. For our family, the store was as familiar as our home. It was a mom & pop business, and we children worked there at noon to allow dad to go home for a lunch. We also worked there after school and in the evenings.

Over the years we had developed a lot of loyal customers and gift items included fountain pens, expensive chocolates and greeting cards. In the late 1930's we moved into the building at 752 Victoria Road after Morris Lang Died.

The business changed its emphasis many times. It was a ladies and children's wear shop and later a Millinary Shop. Hats were very popular. Yarn became one of the most popular items because our mother was a knitter and avid needle worker.

After we married in 1947, my husband, Harold ran a wholesale with my father for a number of years. He opened Pier Variety Store, and specialized in stationary, greeting cards, model trains, smoking supplies, and school text books. He later opened a store on Charlotte Street called HAL'S BOOKS AND THINGS.

After my father passed away, we had to make a decision on whether to keep the store. Since my sisters married and moved away, and because of my interests in crafts and difficult to find the right supplies, I thought I would run the business for a few years. This is how MORAFF'S YARNS AND CRAFTS began.

At the time, only a son could use the family name, so it was very difficult to get permission to name the business Moraff's Yarns and Crafts. It took several years and a lot of letter writing to locate supplies, again, no one would take me seriously as a business owner and took some persuasion to establish my name.

We started with Classes in knitting, crocheting and other needlecrafts. Candle making was another important craft.

Our staff was our most important asset, and they were helpful and knowledgeable. A one point we had 12 on staff. We were the first to advertise on TV, and have a display case at the Sydney Airport.

When malls began to open up, we had so many competitors that we had to open another outlet which was located at the Cape Breton Shopping Plaza for many years.

Although our Pier location was not great, it was great storage space and owning the building we did not have to worry about paying to much a foot for so bulky a product.

To compensate for our location, we added a 800 number and orders started to come in, and we also added a internet web page number and orders started to come in. With mail orders we were able to keep in touch with our customers that moved and lived away.

Agnes was with us for 20 years and we were do delighted when she wanted to keep the business going. We wish her well and best of luck and much success in the future.

Evelyn Davis

Moraff's.

Our father Hymie Moraff came to Sydney in 1910. He was 16 years old and accompanied his aunt Reva from Belaruse. She was 22 years old, unmarried, and her cousin Pearl Gaum wrote the family saying there were many BACHELORS bachelors looking for wives. Her brother, my grandfather, sent my father with her because a woman could not travel alone.

Once in Sydney Dad worked for Louis Gaum and learned tailoring. He had a ticket to return home but the family here persuaded him to stay. He went to Halifax for awhile, but returned to the Pier and opened his own store. He went to night school to learn English.

Our mother, Ida Feder came to Sydney when she was 10 years old. She attended Eastmount school and continued with her education for many years.

In 1926 my parents were married and at the time Dad had two stores, one next to Manson's Drug store on Victoria Road and another at the bottom of Dominion Street near the Steel Plant gate. He specialized in books, magazines, smoking supplies and confectionary.

For the family the store was as familiar as our home. It was a "Mom and Pop" business and we worked there at noon, to allow Dad to go home for lunch, and after school and in the evenings.

Over the years we developed a lot of loyal customers for gift items, such as fountain pens, expensive chocolates and greeting cards. In the late 1930's we moved into the building at 752 Victoria Rd. after Morris Lang died.

The business changed its ~~emphasis~~ emphasis many times. It was a ladies and children's wear shop and later a millinary shop. Hats were very popular. Yarn became one of the popular items becauce our mother was a knitter and avid needleworker.

After we married in 1947 my husband Harold, ran a wholesale with my father for a number of years. He opened "Pier Variety Store" and speciallized in stationary, greeting cards, model trains, smoking supplies, model trains and school text books. He later opened another outlet on Charlotte street called "Hal's Books and Things".

After our father passed away we had to make a decision on whether to keep the store. My sisters had married and moved away. Because of my interest in crafts and found it difficult to find supplies. I thought I would run the business for a few years.

This is how "Moroff's Yarns and Crafts" began. At the time only a son could use the family name so it was very difficult to get permission to name the business "Moroff's Yarns & Craft".

It took several years and much letter ~~writing~~ writing to locate supplies. Again noone would take me seriously as a business owner and took some persuasion to establish my name.

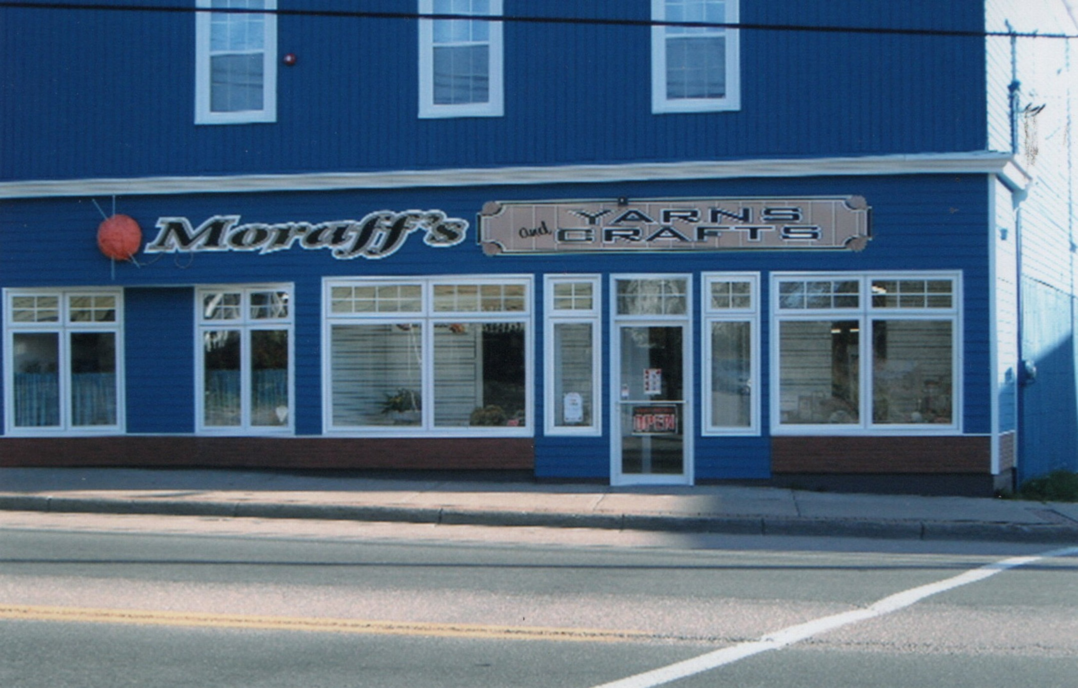
We started with classes in knitting, crocheting and other needlecrafts. Candle making was another important craft.

Our staff was the most important asset. They were knowledgable and helpful. At one point we had 12 people on staff. We were first to advertise on T.V. and had a display case in the Sydney airport.

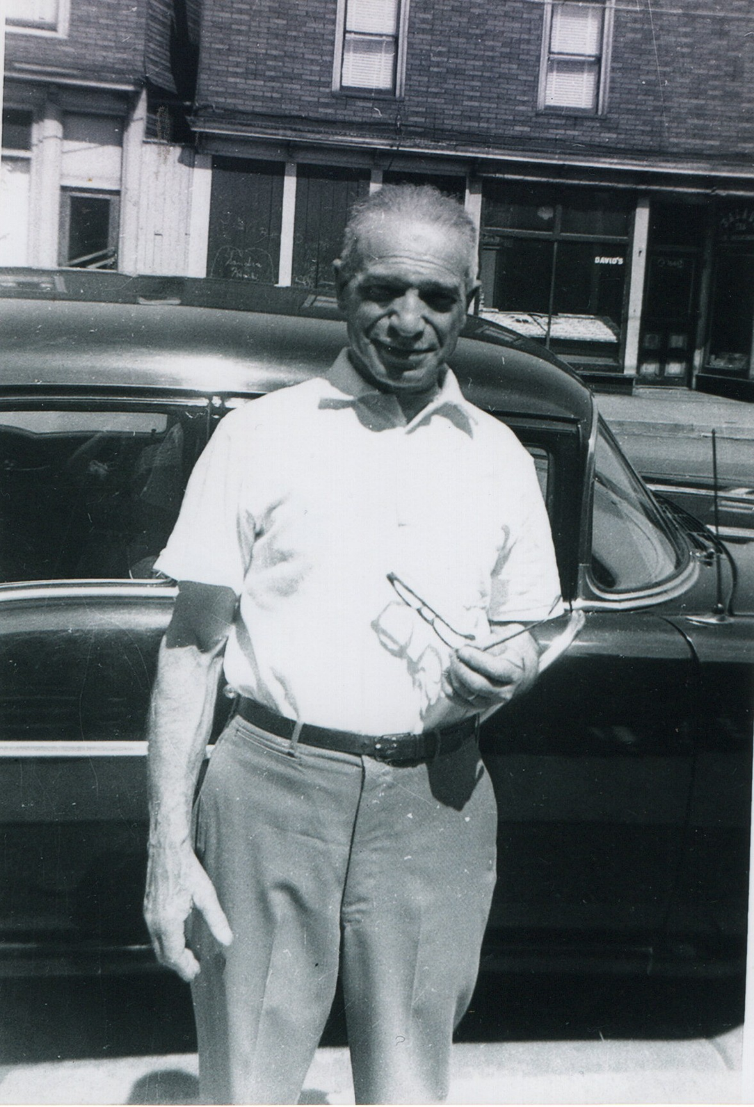
When malls began to open up we had so many competetors that we had to open another outlet. We were in the Cape Breton Shopping Plaza for many years.

Although our Pier location was not great it was good storage space and owning the building we didn't have to worry about paying so much a foot for so bulky a product. To compensate for our location we added a 800 number and orders started to come in. We also added an internet number. With the mail orders we were able to keep in touch with our customers who had moved away.

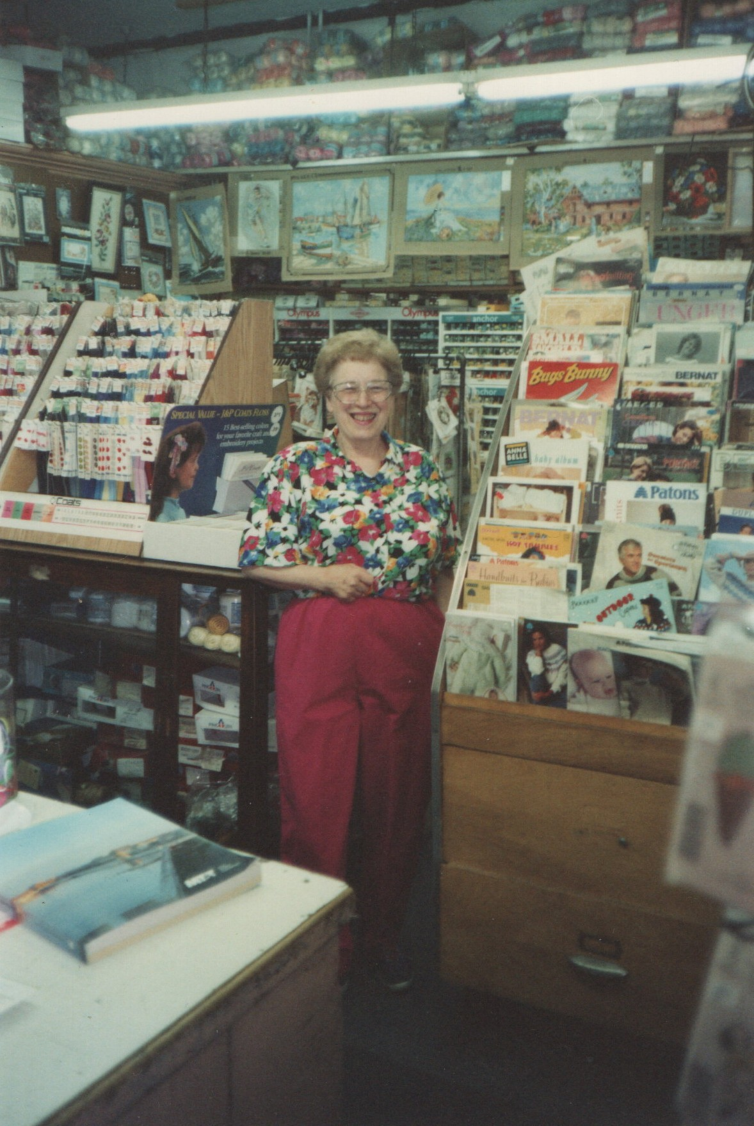
Agnes was with us for ~~worked for~~ 20 years and we were delighted when she decided to keep the business going. We wish her the best of luck and success in the future.


Moraff's
and YARNS CRAFTS
OPEN

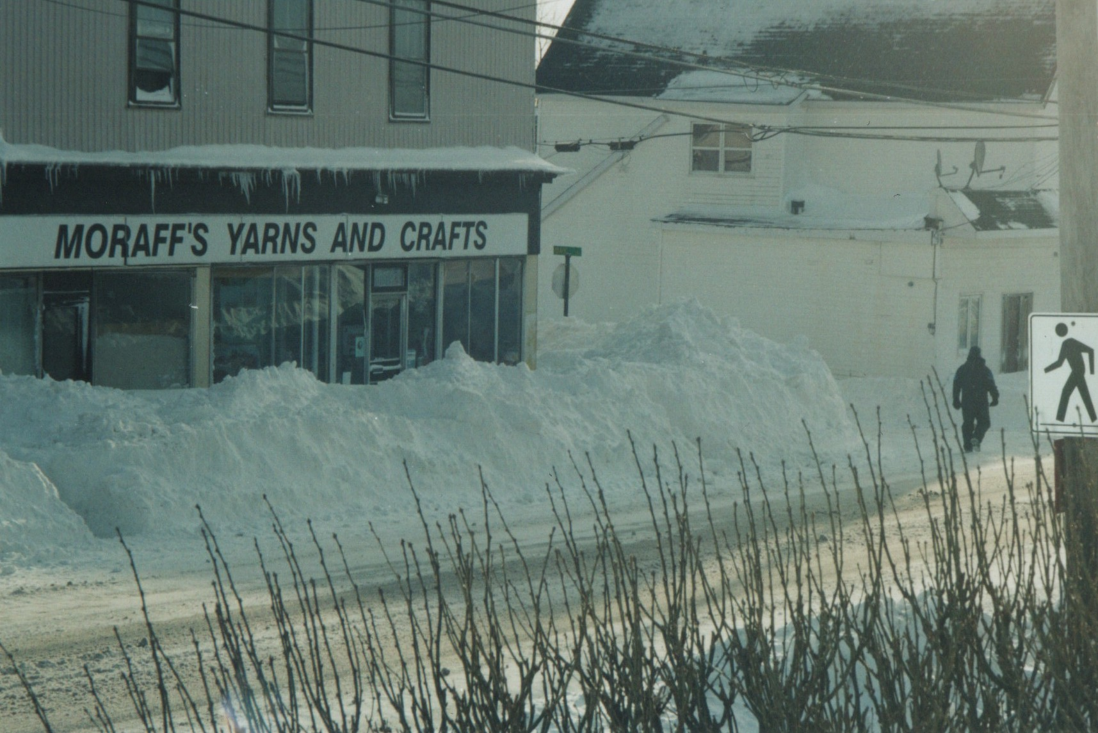
LEAVE YOUR FILMS HERE
COLOR • BLACK & WHITE
MOUSE MUSKETEERS
TUBBY
PEANUTS
LITTLE IODINE
WALT DISNEY'S comics
Donald in MATHMAGIC LAND

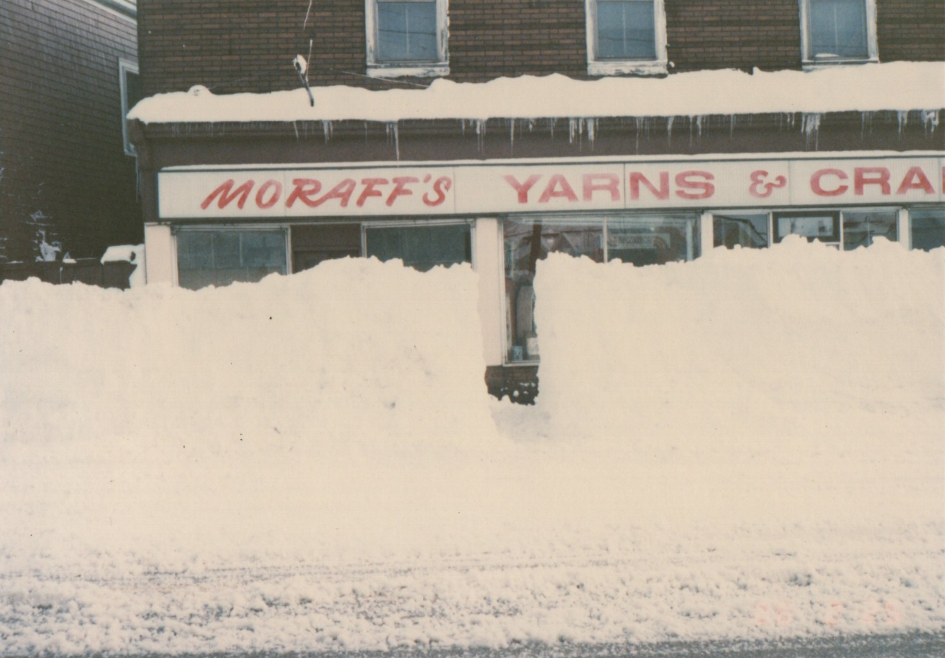

DAVID'S

Girl Guide COOKIES
Girl Guide COOKIES
Baked by MARVEN'S LIMITED MONCTON, N.B.
COOKIES


SPECIAL VALUE - J&P COATS FLOSS
15 Best-selling colors for your favorite craft and embroidery projects
Coats
Olympus
anchor
Bugs Bunny
SMALL
BERNAT
UNGER
ANNA BELLE
baby album
Patons
HOT TODDLES
Patons
Handknits for Babies
OUTDOOR

MORAFF'S YARNS AND CRAFTS
BAY
Y PIER
CLUB
WPYC
PLAZA


MORAFF'S YARNS AND CRAFTS


MORAFF'S
YARNS & CRA

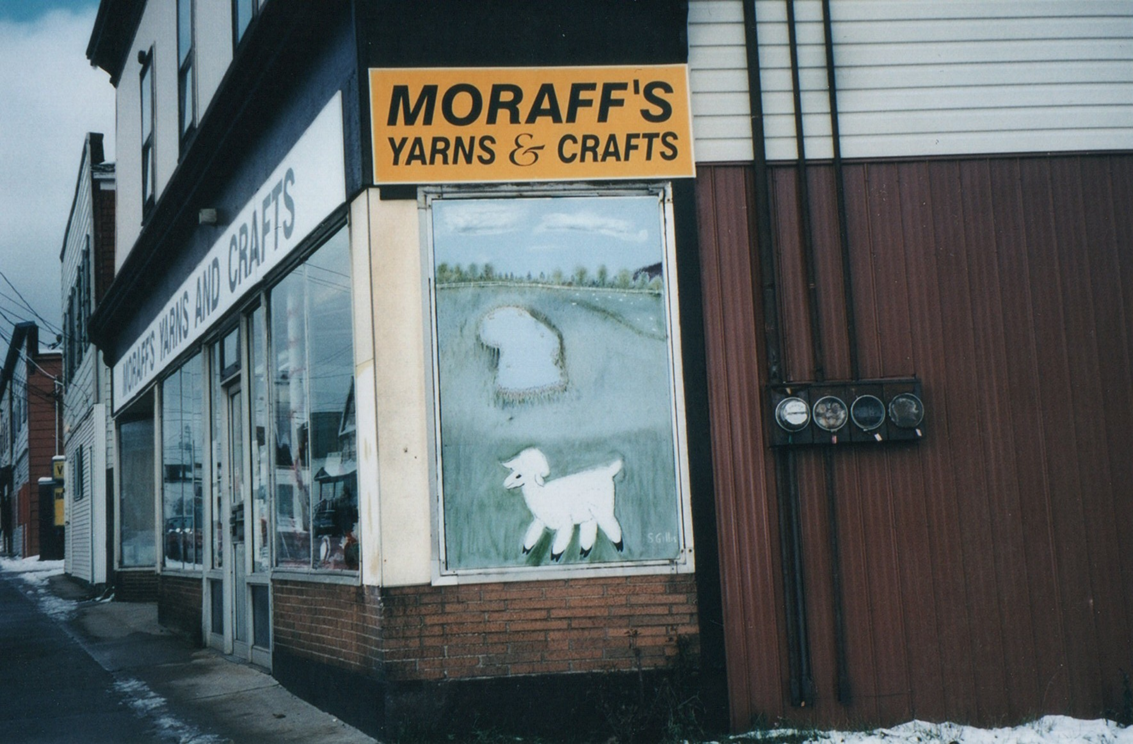
ORANGE
Crush
GAUM'S DAIRY
'86 2 25

CASIO

2000

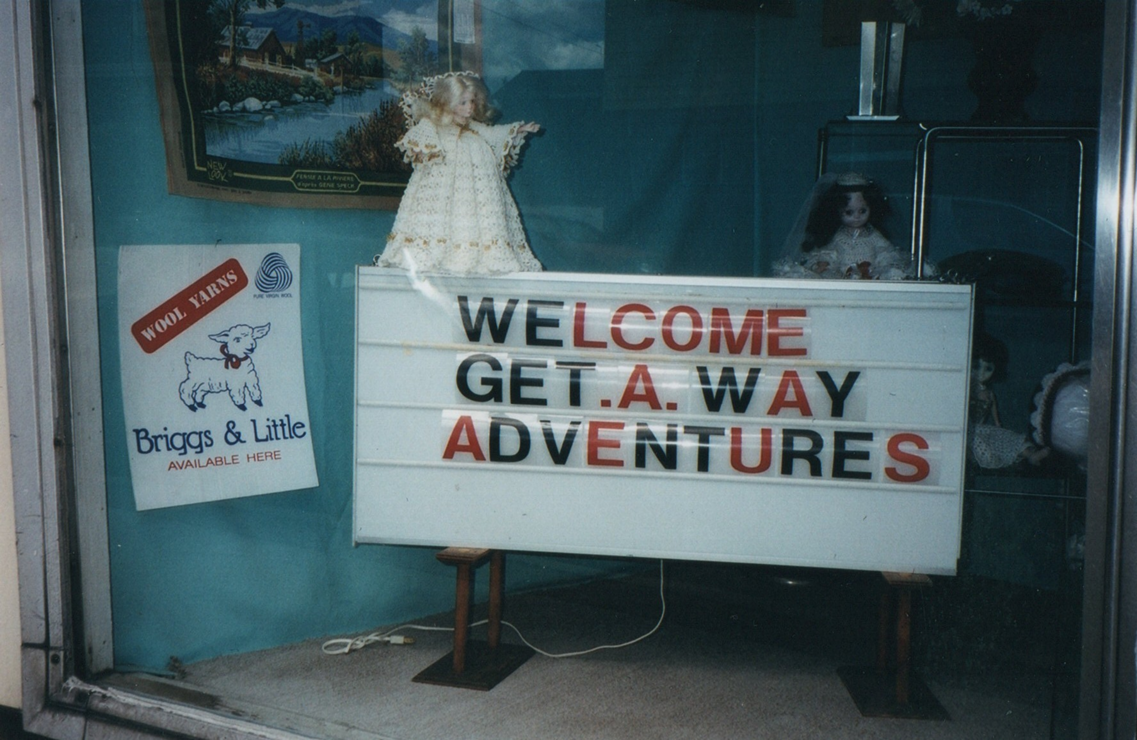
No Smoking
Private
Private

NGOUIN
MMER
ECIAL
DESIGNS


MORAFF'S
YARNS & CRAFTS
MORAFF'S YARNS AND CRAFTS
S Gillis

BIG'1
BIG'1

Robin
Landscape


NEW LOOK
FERME A LA RIVIERE
d'après GENE SPECK
WOOL YARNS
PURE VIRGIN WOOL
Briggs & Little
AVAILABLE HERE
WELCOME
GET.A. WAY
ADVENTURES

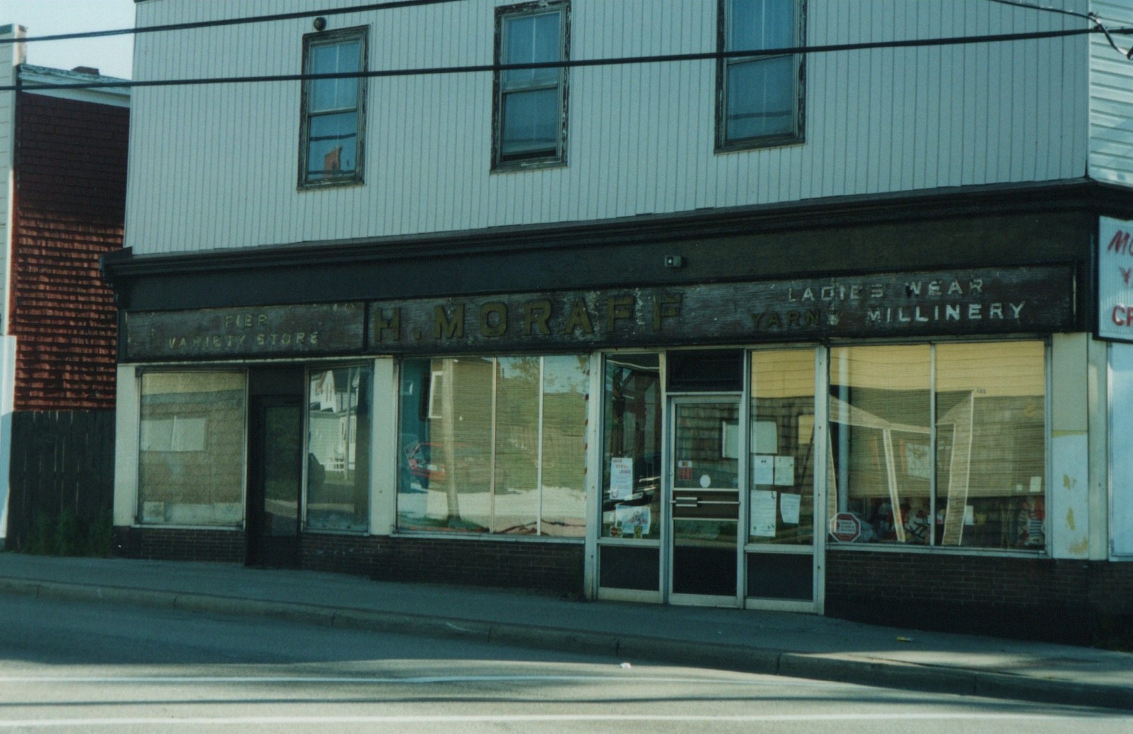
NO SMOKING
ARCHIES
Satisfy Your
Needs
AT THEATER

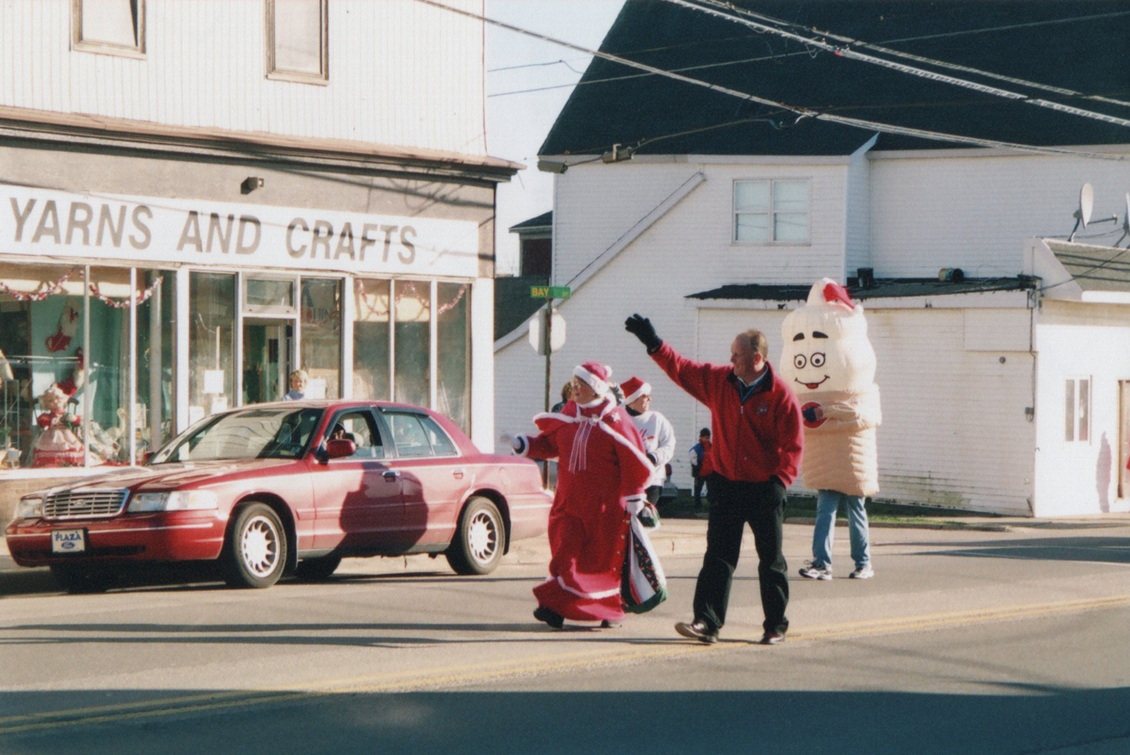
Satisfy Your
Needs
AT TH
RAGG

BOTTLE DEPOSIT
NO SMOKING
DOES THIS FACILITY LOOK BETTER OR WORSE
ARCHIES

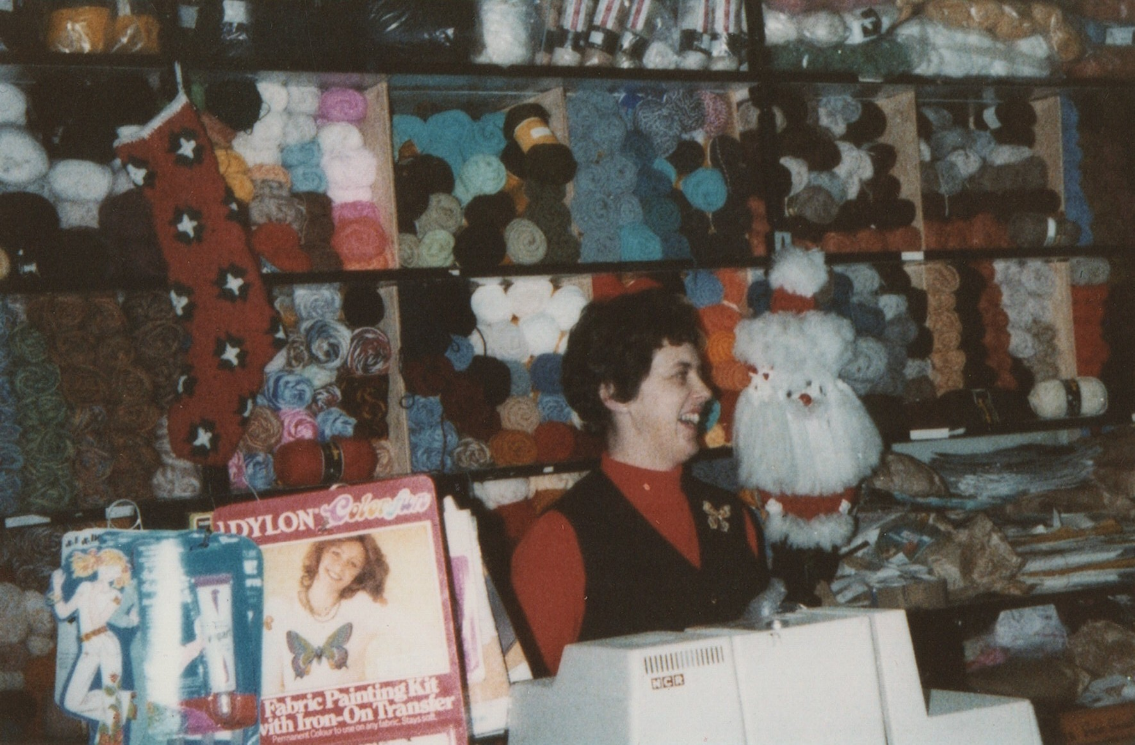
VICTORIA ROAD

SYDNEY RIVER


PIER
VARIETY STORE
H. MORAFF
LADIES WEAR
YARN & MILLINERY


YARNS AND CRAFTS
BAY
PLAZA

YARNS


DYLON Colour fun
Fabric Painting Kit with Iron-On Transfer
Permanent Colour to use on any fabric. Stays soft.
NCR

KNIT ME

EXIT
accessoires de tricotage
AERO

84 11 28

Merry Christmas
REST ROOMS
Cakes $2.95 slice
Cheesecakes $3.15 slice
Meat Savory Items
Sandwiches Specialty
Scandinav
84 11 2

Cakes $2.95 slice
Cheesecake $3.95 slice
Meat Savory Items $3.50
$2.95
Sandwiches - Specialty $4.75
Scandinavian
5.00
84 11 2

STATEMENT

Phone 564-8339

752 Victoria Road

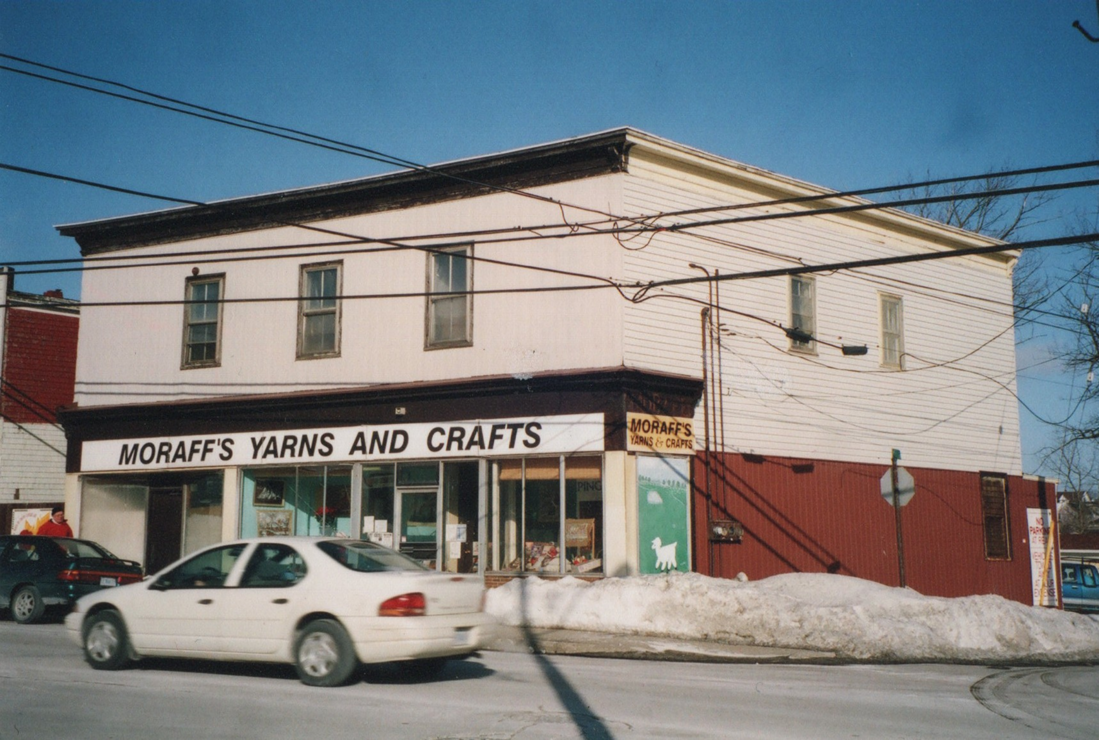
SYDNEY, N. S., ... 196........

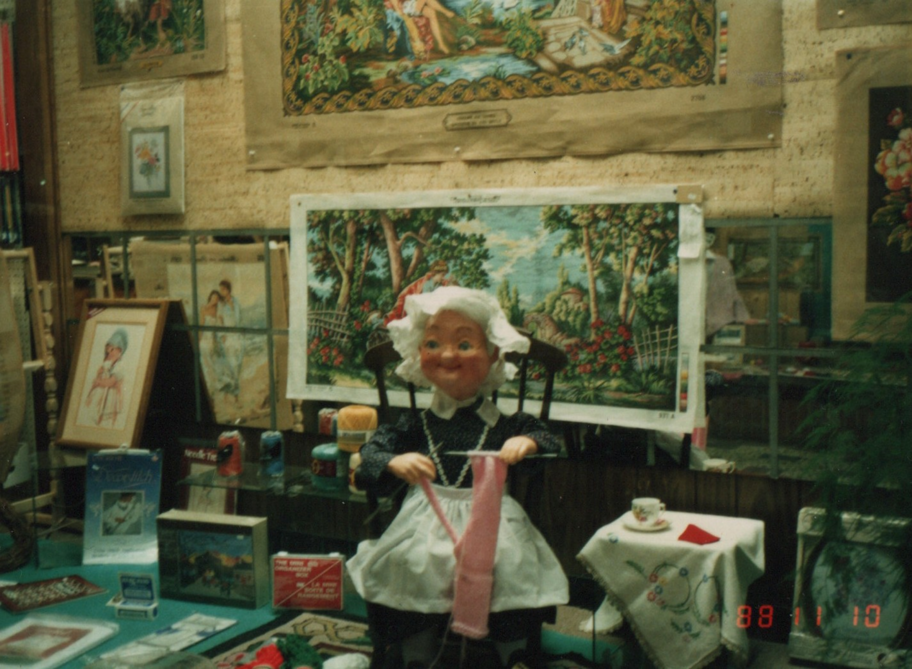
M..

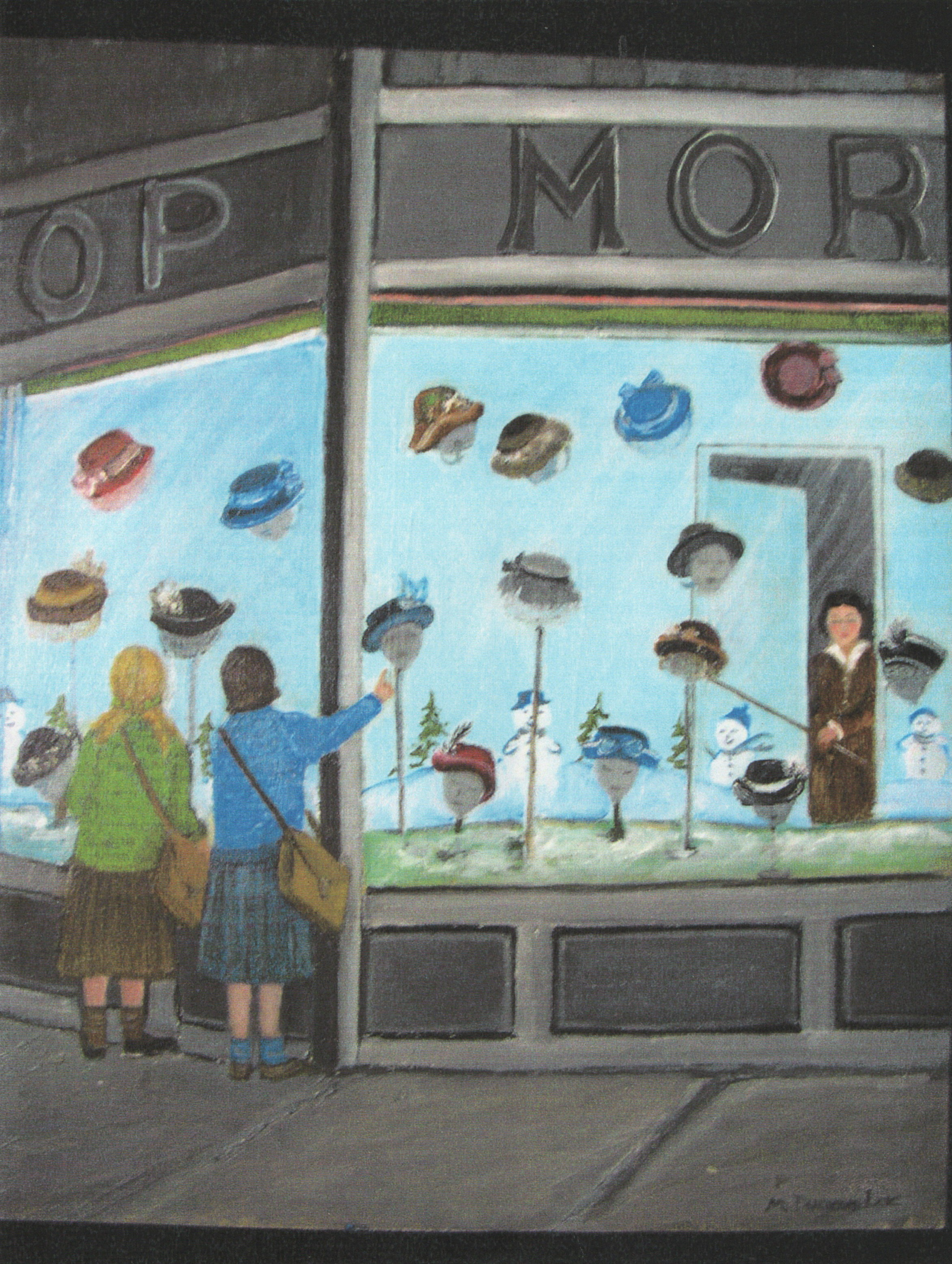
....

— IN ACCOUNT WITH —

Moraff's Ladies' & Children's Wear


MORAFF'S YARNS AND CRAFTS
MORAFF'S YARNS & CRAFTS
NO PARKING AT REAR


THE MINI ORGANIZER BOX
LA MINI BOITE DE RANGEMENT
88 11 10


OP
MOR

THE HAT SHOP

I LOVE TO VISIT THE HAT SHOP
ESPECIALLY THE ONE IN THE PIER
WHERE MRS.MOR[illegible] WOULD
ALLOW US TO TRY A FEW WITH CARE.
THERE ARE MANY TO CHOOSE FROM
ALL COLORS SHAPES AND SIZE
AND YOU CAN ONLY WONDER HOW MANY
SOME LADY TRIES
HATS COULD BE TILTED
THIS WAY AND THAT
DOUBLE CHECKED IN MIRRORS
SO ITS ON THE RIGHT SPOT

SEASONS BRING CHANGES
LIKE WINTER FALL,AND SPRING
BRIMS ARE DRESSED FOR THAT REASON
WITHPLUMES RIBBONS,FLOWERS
AND PRETTY THINGS
SOME HATS HAD VEILS
OF MYSTERY THAT
COVER ONLY EYES
SOME HATS COVERED FACES
TO HIDE SOMEBODYS PAIN
OTHERS ADDED GLAMOUR
TO SOMEONE VERY PLAIN
THERE WERE HATS THAT
INSPIRED CONFIDENCE
TO THOSE THAT HAD NONE
SOME HATS WHEN YOU WORE THEM
MADE YOU LOOK SO TALL
THERE WERE HATS THAT
ALLOWED YOU TO WALK
AROUND WITH POISE
SO WHEN YOU DON THAT
BONNET NO MATTER WHAT IT BE
YOU MUTTER TO YOURSELF
LOOK WORLD THIS IS ME1

M.dugandzic

THE PIER

THERE IS A PART OF SYDNEY
KNOWN AS WHITNEY PIER
AND THERE ARE MANY STORIES
BY PEOPLE THAT LIVED THERE
THEY CAME FROM MANY PLACES
LOOKING FOR WORK AND A HOME
SOME CAME WITH FAMILIES
OTHERS CAME ALONE
BESIDES THE MANY CULTURES
THAT SETTLED IN THE PIER
THERE WERE JUST AS MANY CHURCHES
WHERE THEY BROUGHT THEIR WORRIES AND CARES
THE SUBWAY MADE US SPECIAL
A TOWN OUR VERY OWN
WHERE EVERY NEED WAS FILLED
BY MERCHANTS ALL AROUND
THERE WERE GROCERS LIKE
DAVIDS NEWMANS HIRSCH
AND WOWK
ALONG WITH SELLING FRINDSHIP
WITH ALL THE FOLK
THERE WERE SHOPS FOR FAMILIES
ARCHIES,SHERMANS,DODICKS AND LEITHS
ITEMS WERE PURCHASED
LIKE SHOES TOPCOATS AND THINGS UNDERNEATH
THERE WAS SELRITE THE FIVE AND DIME
MOR AFFS FOR CRAFTS TO FILL TIME
FEDERS OUR JEWELLERY STORE
WHERE WE COULD BUY DISHES SILVER
AND MORE
THERE WERE SCHOOLS LIKE
WHITNEY VILLA NOVA EASTMOUNT
AND HOLY REDEEMER
WHERE FRIENDSHIPS DEVELOPED
ALONG WITH MATH AND THE READER
THERE WERE THEATRES LIKE CASINO AND STAR
WHEN A QUARTER COULD BUY A MOVIE AND BAR
THERE WERE OTHER PLACES OF INTEREST TOO
LIKE FREDS HANGOUT,TOBEYS AND GREENS WHERE GAMES
COULD BE PLAYED AND SMILES COULD BE SEEN
SUNDAY NITES WERE SPECIAL
FOR WALKING THE ROAD
AND LISTEN TO THE SALVATION ARMY
WHICH WAS GOOD FOR THE SOUL
WE HAD POSTAGE AND BANKING
MOST NEEDS WERE FILLED
INCLUDING BERNIES AND PURITY
THEY GAVE US GREAT BREAD
THERE WERE RINKS IN THE WINTER
LIKE DEHARTS AND EASTMOUNT

WHEN SKATING WAS FASHION AND HOCKEY JUST FUN
THEN THERE WAS THE GAUM CLINIC
FOR WHEN WE GOT SICK
ABE AND DAVE CAME PRETTY QUICK
SOMETIMES WITH NITE CLOTHES
IN SNOW OR RAIN
BUT FAITHFUL THEY WERE TO ALL THAT CALLED IN
THERE WAS BRUNO FOR MEDICINE
AND MANSONS FOR ICE CREAM AND MORE
ALONG WITH MANY OTHER STORES
THE LISTCAN GO ON BUT THESE ARE MY THOUGHTS AND MY
REASON WHY THE PIER MEANS SO MUCH.

SOME OF THE STAFF

Staff Of Moraff's Yarns & Crafts

Elsie Sheppard
Mary Dolimont
Bea Musial
Anne Mac Donald
Phyllis Mac Millan
Norine MacIntyre
Marlene Chapdelaine
Margaret Wright
Aleta Edwards
Edith Collins
Margarite Mac Leod
Anne Isabel Mac Leod
Catherine Mac Arthur
Louise Masters
Agnes Harriss
Elizabeth Hasiuk,
Anita Mac Vicar
Mae Mac Lean ,
Donna Keeping
Kathy MacLeod
Dorothy Johnson
Sally MacIntyre- Leblanc,
Tena Johnson,
Cathi Nicholson
Judith Corbett
Shelley Sutherland
Sandi Harriss
Sheila Mac Arthur
Dorothy Lundrigan
Marilyn Mac Intyre

Moraff's has a little lamb
Whose fleece is white as snow,
So if you want good YARNS'N CRAFTS
To Moraff's you should go.

Whitney Pier Hebrew School

Mrs. S. Spiro

First Row: Sally Wetston, Beverly Davis, Lynne Davis, Shirley Epstein, Gerald Mendleson, Joe Sherman, Howard Wetston.

Second Row: Ieta Epstein, Sam Wetston, Leonard Gaum, Phyllis Perlin, Harriet Mendleson, Faye Gaum (behind).